

Message Text

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LAB-04 SIL-01 OMB-01 NSC-05 SS-15 STR-04 CEA-01 AGR-10

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R 201830Z JAN 75

FM AMEMBASSY MEXICO

TO SECSTATE WASHDC 5761

INFO USDOC WASHDC

AMCONSUL CIUDAD JUAREZ UNN

AMCONSUL GUADALAJARA UNN

AMCONSUL HERMOSILLO UNN

AMCONSUL MATAMOROS UNN

AMCONSUL MERIDA UNN

AMCONSUL MONTERREY UNN

AMCONSUL NUEVO LAREDO UNN

AMCONSUL MAZATLAN UNN

AMCONSUL TIJUANA UNN

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E.O. 11652: N/A

TAGS: BEXP, BTRA, MX

SUBJECT: COUNTRY COMMERCIAL PROGRAM FOR MEXICO FOR FY1976

REF STATE A-9016

FOLLOWING ARE EMBASSY DRAFT CONTRIBUTIONS TO THE CCP FOR MEXICO FOR 1976. DRAFTS ARE FOR SECTION I, OVERVIEW, AND FOR 13 CAMPAIGN WORKSHEETS, INCORPORATING CONTRIBUTIONS AND ACTIVITIES OF EMBASSY OFFICERS, INCLUDING USTC AND USTS.

DRAFT CAMPAIGN WORKSHEETS WERE PREPARED, IN SOME CASES, DURING ABSENCE OF THE OFFICER (CAMPAIGN MANAGER) RESPONSIBLE
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FOR THE CAMPAIGN. THE EMBASSY WOULD APPRECIATE RECEIVING

THE WASHINGTON VERSION OF CCP FOR FY1976 AT LEAST ONE MONTH PRIOR TO VISIT OF THE COMMERCE/STATE TEAM TO GIVE THE CAMPAIGN MANAGERS ADEQUATE TIME TO REVISE AND UPDATE THEIR INDIVIDUAL CAMPAIGNS.

SECTION I

OVERVIEW

THE PRINCIPAL COMMERCIAL GOALS OF THE UNITED STATES IN MEXICO ARE:

- A) TO MAINTAIN THE U.S. SHARE OF THE IMPORT MARKET;
- B) TO ENSURE A FAVORABLE CLIMATE FOR U.S. INVESTMENT;
- C) TO PROMOTE MEXICAN TOURISM TO THE U.S.

MEXICO IS CONCERNED ABOUT THE POSITION THE U.S. OCCUPIES IN ITS FOREIGN TRADE. IT IS SEEKING TO DIVERSIFY ITS FOREIGN MARKETS WITH SOMEWHAT MORE EMPHASIS ON EXPORT MARKETS THAN IMPORT MARKETS. SINCE THESE ARE INTERRELATED BY MANY COUNTRIES, THE U.S. MAY HAVE DIFFICULTY IN MAINTAINING ITS ROUGHLY TWO-THIRDS SHARE OF MEXICAN IMPORTS. THE CURRENT ADMINISTRATION HAS EMBARKED ON A MUCH MORE ACTIVE FOREIGN POLICY THAN ITS PREDECESSORS. THIS POLICY HAS LED MEXICO TO BECOME MORE ACTIVE IN THE "THIRD WORLD" AND TO DE-EMPHASIZE ITS CLOSE RELATIONSHIPS WITH THE U.S. FOREIGN TRADE PATTERNS MAY BE ALTERED SOMEWHAT IN RESPONSE TO THESE INITIATIVES. IT IS LIKELY THAT MEXICO'S IMPORTS WILL CONTINUE TO GROW IN TERMS OF VOLUME AND VALUE, AND THE U.S. WILL BE ABLE TO MAINTAIN ITS SHARE OF THE MARKET ONLY THROUGH AGGRESSIVE MARKETING.

THE MEXICAN ECONOMY IS ONE OF THE WORLD'S OUTSTANDING SUCCESSES. OVER THE PAST TWENTY YEARS REAL ECONOMIC GROWTH HAS AVERAGED ABOUT 7 PERCENT PER YEAR. THE RECENT DISCOVERIES OF OIL AND OTHER MINERALS SHOULD PERMIT MEXICO TO MAINTAIN A REAL GROWTH RATE OF AT LEAST FIVE PERCENT A YEAR AND TO ISOLATE ITSELF SOMEWHAT FROM THE

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SLOWDOWN IN THE GROWTH OF ECONOMIC ACTIVITY IN THE U.S. AND OTHER COUNTRIES. REAL ECONOMIC GROWTH FROM 1973 TO 1974 WILL BE CLOSE TO 6 PERCENT AND THE RATE OF INFLATION AROUND 25 PERCENT, ON A YEAR TO YEAR BASIS. THE OUTLOOK FOR 1975 IS A REAL GROWTH RATE OF ABOUT 5 PERCENT, WITH AN INFLATION RATE CLOSE TO 15 PERCENT.

MEXICO'S MAJOR ECONOMIC PROBLEMS ARE THE RATE OF INFLATION

AND THE STAGNATION OF AGRICULTURAL PRODUCTION. THE PRINCIPAL DOMESTIC FACTOR IN MEXICO'S PRICE INCREASES HAS BEEN THE FINANCING OF ITS BUDGET DEFICIT BY INFLATIONARY MEANS, IT IS DEALING WITH THIS PROBLEM THROUGH TAX INCREASES AND HIGHER PRICES FOR PUBLIC SERVICES. IT IS ATTEMPTING TO BOOST AGRICULTURAL PRODUCTION THROUGH GREATER INVESTMENTS BY THE PUBLIC SECTOR AND STRUCTURAL REFORMS.

THE U.S. HAS ABOUT TWO-THIRDS OF MEXICO'S IMPORT MARKET AND TAKES A SIMILAR SHARE OF HER EXPORTS. THE BILATERAL TRADE BALANCE IN THE FIRST 6 MONTHS OF 1974 WAS IN THE U.S.'S FAVOR BY DOLS 710 MILLION. U.S. DIRECT INVESTMENT IN MEXICO WAS ESTIMATED AT ABOUT DOLS 2.25 BILLION AT THE END OF 1973 AND PROBABLY ACCOUNTS FOR AT LEAST 75 PERCENT OF FOREIGN DIRECT INVESTMENT. MEXICO IS SOMEWHAT AMBIVALENT TOWARD DIRECT INVESTMENT AND IS STILL IN THE PROCESS OF DEFINING THE GUIDELINES FOR IMPLEMENTATION OF ITS 1973 FOREIGN INVESTMENT LAW WHICH RESTRICTS FOREIGN INVESTMENT IN MANY AREAS. STILL, IT NEEDS AND ENCOURAGES FOREIGN INVESTMENT TO HELP FINANCE ITS PAYMENTS DEFICIT ON CURRENT ACCOUNT AND TO BOOST ITS ECONOMIC GROWTH. MEXICAN ATTEMPTS TO DIVERSIFY ITS FOREIGN TRADE MAY SOMETIMES RESULT IN ARBITRARY DECISIONS AGAINST U.S. GOODS EVEN WHEN SUCH GOODS ARE COMPETITIVE IN PRICE AND QUALITY. WHILE THIS IS NOT A STATED POLICY, THE EFFORTS OF THE MEXICAN GOVERNMENT TO "GET OUT FROM UNDER" THE UNITED STATES HAS RESULTED IN OBVIOUS DECISIONS NOT TO GIVE BIDS TO AMERICAN PRODUCTS AND SERVICES, PARTICULARLY FOR GOVERNMENTAL PROJECTS.

CAMPAIGN WORKSHEET NO 1, FY 76: TEXTILE MACHINERY
CAMPAIGN MANAGER: ROBERT A. KOHN
CAMPAIGN STATEMENT: CONTINUATION OF 1975 CAMPAIGN. WHILE
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NOT A TARGET INDUSTRY FOR 1976, THE IMPORTANCE OF THE LOCAL TEXTILE INDUSTRY WARRANTS A CONTINUATION OF THIS PROJECT.

PROJECT OBJECTIVES:

TEXTILE MACHINERY EXHIBITION AT TRADE CENTER, FEB 23, 1976
MAN MADE FIBER CERP REPORT APRIL 15, 1976
TEXTILES CERP REPORT JULY 15, 1975
50 PARTICIPANTS IN GROUP TRAVEL TO ITEX-75. OCTOBER, 1975
15 NEW U.S. FIRMS, INTRODUCED TO THE MEXICAN MARKET.
10 AGENCY AGREEMENTS SIGNED.
10 TRADE OPPORTUNITIES.

ACTIONS

BY SEPTEMBER 30:

1. UP-DATE RESEARCH FOR USTC EXHIBITION (BRA.).
2. ORGANIZE, WITH ASSISTANCE OF TEXTILE CHAMBER, MEXICAN BUYERS GROUP TO VISIT ITEX-75 UNDER FOREIGN BUYERS PROGRAM.
3. WORK WITH U.S. TRAVEL SERVICE TO ARRANGE GROUP TRAVEL.
4. PLACE PRESS RELEASES, WITH ASSISTANCE OF USIS.
5. MAKE PERSONAL CALLS TO STIMULATE INTEREST IN ITEX-75.
6. PREPARE AND SUBMIT TEXTILE CERP REPORT BY JULY 15, 1975

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LAB-04 SIL-01 OMB-01 NSC-05 SS-15 STR-04 CEA-01 AGR-10

L-02 PA-02 PRS-01 USIA-15 FEA-01 INT-05 OES-05 /118 W

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R 201830Z JAN 75

FM AMEMBASSY MEXICO

TO SECSTATE WASHDC 5762

INFO USDOC WASHDC

AMCONSUL CIUDAD JUAREZ UNN

AMCONSUL GUADALAJARA UNN

AMCONSUL HERMOSILLO UNN

AMCONSUL MATAMOROS UNN

AMCONSUL MERIDA UNN

AMCONSUL MONTERREY UNN

AMCONSUL NUEVO LAREDO UNN

AMCONSUL MAZATLAN UNN

AMCONSUL TIJUANA UNN

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BY DECEMBER 31:

1. ACCOMPANY MEXICAN BUYERS GROUP TO ITEX-75.
2. REFINES LIST OF KEY PROSPECTIVE BUYERS FOR USTC EXHIBITION IN FEBRUARY 1976.
3. CANVASS KEY PROSPECTS TO DEVELOP COMMERCIAL INTELLIGENCE AND TRADE OPPORTUNITIES.

BY MARCH 31:

1. MAKE KEY-MAN CALLS FOR EXHIBITION, DEVELOPING TRADE OPPORTUNITIES WHEREVER POSSIBLE.
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2. HOLD USTC SHOW, VISITING ALL EXHIBITORS REGULARLY, NOTING THEIR REACTIONS AND ASSISTING WHEN NEEDED.
3. MAN TOP BOOTH.
4. ISSUE PRESS RELEASES FOR LOCAL DISSEMINATION (USIS), INCLUDING COMMERCIAL NEWSLETTER.
5. PREPARE REPORT ON USTC SHOW.

BY JUNE 30:

1. PREPARE AND SUBMIT MAN-MADE FIBER CERP REPORT BY APRIL 15, 1976.
2. VISIT TRADE IN INTERIOR CITIES, IF FUNDS ALLOW, FOR DEVELOPMENT OF ADDITIONAL TOP'S.

CAMPAIGN WORKSHEET NO 2, FY 76: QUALITY CONTROL AND MATERIAL

TESTING EQUIPMENT.

CAMPAIGN MANAGER: J GUY GWYNNE

CAMPAIGN STATEMENT: THIS PRODUCT CATEGORY IS ONE OF THE FIVE TARGET INDUSTRIES SCHEDULED FOR INTENSIVE PROMOTION DURING FY-76. MEXICO IS POTENTIALLY A PRIME BUYER OF PROCESS CONTROL INSTRUMENTATION, DUE TO ITS VIGOROUS INDUSTRIALIZATION PROGRAM. A SUCCESSFUL USTC SHOW IN JANUARY, 1975, POINTED UP THIS TREND.

PROJECT OBJECTIVES

30 NEW U.S. FIRMS INTRODUCED TO THE MEXICAN MARKET.

22 AGENCY AGREEMENTS SIGNED.
3 MILLION DOLLARS INCREMENTAL U.S. EXPORTS.
45 ADDITIONAL U.S. FIRMS EXHIBITING PRODUCTS IN MEXICO.
700 ADDITIONAL REPRESENTATIVES OF MEXICAN FIRMS EXPOSED
TO DEMONSTRATION OF U.S. PRODUCTS.
1,000 NEW SALES LEADS.
30 TRADE OPPORTUNITIES.

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ACTIONS

BY SEPTEMBER 30:

1. ASCERTAIN KEY INDUSTRY REPRESENTATIVES.
2. ISSUE 5 PRODUCT PRESS RELEASES (USIS).
3. DEVELOP AND REPORT THREE TRADE OPPORTUNITIES.
4. ORGANIZE PROMOTIONAL CAMPAIGN FOR USTC SHOW.

BY DECEMBER 31:

5. MAKE BLUE-RIBBON CALLS.
6. DEVELOP AND REPORT TEN TRADE OPPORTUNITIES.
7. QUALITY CONTROL AND MATERIAL TEST SHOW AT MEXICO CITY (DEC. 1-5,75.).
8. PREPARE SHOW REPORT.

BY MARCH 31:

9. ORGANIZE ONE BETWEEN-SHOW PROMOTION AT MEXICO CITY TRADE CENTER.
10. ISSUE FOUR PRODUCT PRESS RELEASES (USIS).
11. DEVELOP AND REPORT SIX TRADE OPPORTUNITIES.
12. COMPLETE CERP REPORT 5651 "INDUSTRIAL AND TECHNICAL INSTRUMENTS AND EQUIPMENT".

CAMPAIGN WORKSHEET NO 3, FY-76: IRON AND STEEL INDUSTRY.-
CAMPAIGN MANAGER: DONALD J. PLANTY.
CAMPAIGN STATEMENT: THE INTENSE EXPANSION OF THE STEEL
INDUSTRY IN MEXICO WARRANTS A CAMPAIGN FOR THIS CATEGORY.
GOVERNMENT APPROVAL HAS BEEN GIVEN FOR THE SECOND STAGE OF

SIDERURGICA LAZARO CARDENAS - LAS TRUCHAS (SICARTSA) WHICH
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WILL MEAN AN ESTIMATED 300 MILLION ADDITIONAL IMPORTS.
EXPANSION OF ALTOS HORNOS DE MEXICO, S.A. (AHMSA) CONTINUES,
AS DO THE OTHER FACILITIES SUCH AS HYLSA, FUNDIDORA MONTERREY
AND TAMSA. THIS IS A CONTINUATION OF THE 1975 CAMPAIGN,
AND INCLUDES A POSSIBLE SEMINAR FOR PROMOTION DURING THE
PERIOD, WHICH IN TURN WILL DEPEND ON THE SUCCESS OF THE
CAMPAIGN SCHEDULED FOR FY-75. A MAJOR PART OF THIS CAMPAIGN
DEPENDS ON CONTACTS WITH THE HEADS OF THE STEEL INDUSTRY.

ACTIONS

BY SEPTEMBER 30:

1. UPDATE RESEARCH ON STEEL INDUSTRY BY PREPARING MARKET
STUDY AS PART OF THE INDUSTRIAL OUTLOOK REPORT.
2. CONTINUE CONTACTS WITH INDUSTRIAL LEADERS AND DECISION
MAKERS WHO WERE IDENTIFIED IN 1975 CAMPAIGN.
3. WORK WITH U.S. TRAVEL SERVICE, THE IRON AND STEEL
CHAMBER AND THE DEPT OF COMMERCE TO EXPLORE POSSIBLE GROUP
TRAVEL TO U.S. PLANTS.
4. ARRANGE REPRESENTATIONAL FUNCTIONS BY AMBASSADOR, DCM,
E/C COUNSELOR AND COMMERCIAL COUNSELOR.
5. MAKE PRELIMINARY ARRANGEMENTS FOR STEEL SEMINAR,
CONTACTING LOCAL REPRESENTATIVES OF U.S. STEEL
INDUSTRY.

BY DECEMBER 31:

1. WORK OUT DETAILS OF STEEL SEMINAR WITH USTC AND OIM
AND ARRANGE FOR PROGRAM BY PARTICIPANTS.
2. WORK WITH CONSULATES IN MONTERREY AND GUADALAJARA ON
PREPARATIONS FOR SEMINAR.
3. VISIT STEEL MILLS IN LAZARO CARDENAS, GUADALAJARA,
MONTERREY AND PUEBLA.

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BY MARCH 31:

1. ARRANGE RECEPTION HOSTED BY AMBASSADOR, E/C COUNSELOR
OR COMMERCIAL COUNSELOR FOR PARTICIPANTS IN STEEL
SEMINAR.

BY JUNE 30:

1. PREPARE INITIAL RESEARCH ON 1977 CERP REPORT ON STEEL
INDUSTRY.

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LAB-04 SIL-01 OMB-01 NSC-05 SS-15 STR-04 CEA-01 AGR-10

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FM AMEMBASSY MEXICO

TO SECSTATE WASHDC 5763

INFO USDOC WASH DC

ALL CONSULATES IN MEXICO (POUCH)

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2. CONTINUE CONTACTS WITH HEADS OF STEEL INDUSTRY.

CAMPAIGN WORKSHEET 4, FY 76: ADVANCED BUILDING EQUIPMENT,

SYSTEMS AND TECHNIQUES.

CAMPAIGN MANAGER: NEWELL K JUDKINS.

CAMPAIGN STATEMENT: THIS IS NOT A TARGET INDUSTRY BUT IS
ONE OF THE MOST ACTIVE. IT WAS THE SUBJECT OF A TRADE
CENTER SHOW IN JULY, 1973. MARKETING INFORMATION WAS
DEVELOPED BY THE TRADE CENTER DURING FY-75. SUFFICIENT
POTENTIAL HAS BEEN NOTED TO SCHEDULE A SECOND TRADE CENTER

SHOW IN SEPTEMBER, 1975.

ACTIONS

BY SEPTEMBER 30:

1. PROVIDE SUPPORT FOR TRADE CENTER SHOW (SEPT . 8-22, 1975) IN MAKING KEY CONTACTS AND PROMOTIONAAL CALLS.
 2. COORDINATE POSSIBLE VISITS OF EXHIBITORS TO MAJOR METROPOLITAN AREAS, EITHER BEFORE OR AFTER USTC EXHIBITION.
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3. REPORT TO WASHINGTON RESULTS OF TRADE CENTER SHOW.
4. SUBMIT FIFTEEN TRADE OPPORTUNITIES IN THIS INDUSTRY.
5. ORGANIZE, WITH ASSISTANCE OF LOCAL ASSOCIATIONS, USTS AND DEPT OF COMMERCE, A GROUP TRAVEL PROGRAM TO INT. BUILDING EXPOSITION (INBEX) IN CHICAGO, OCT. 1975.
6. PLACE PRESS RELEASES REGARDING INBEX.

BY DECEMBER 31:

7. ASSIST FIVE NEW-TO -MARKET FIRMS IN MAKING APPROPRIATE INDUSTRY AND GOVERNMENT CONTACTS.
8. PROVIDE MATERIAL FOR PUBLICATION IN NEWSLETTER TO PROMOTE ONE NEW MACHINE, SYSTEM OR MATERIAL.
9. SUBMIT FIVE TRADE OPPORTUNITIES.
10. SUPERVISE AND EVALUATE AN UPDATED, CONTRACTED MARKET SURVEY.
11. PROVIDE SUPPORT FOR OTHER CONSTRUCTION EXPOSITIONS IN THE U.S.

BY MARCH 31:

1. SUBMIT THREE TRADE OPPORTUNITIES.
2. ASSIST THREE NEW-TO-MARKET FIRMS TO GAIN NEEDED INFORMATION OR MAKE APPROPRIATE LOCAL CONTACTS.
3. PROVIDE MATERIAL FOR PUBLICATION IN NEWSLETTER IN PROMOTING ONE NEW MACHINE, SYSTEM OR MATERIAL.

BY JUNE 30:

1. SUBMIT THREE TRADE OPPORTUNITIES.
2. ASSIST THREE NEW-TO-MARKET FIRMS.

CAMPAIGN WORKSHEST 5, FY 76: MINING AND PETROLEUM EQUIPMENT.
CAMPAIGN MANAGER: RICHARD STEMPLE.
CAMPAIGN STATEMENT: THE PROMOTION OF MINING AND PETROLEUM EQUIPMENT IS AN ON-GOING CAMPAIGN, BEGUN IN FY-75. CONTINUING EMPHASIS ON BUILDING UP MEXICO'S EXPORT OF PETROLEUM AND RAW MATERIALS ASSURES A CONSTANT NEED FOR NEW EQUIPMENT AND TECHNOLOGY.

ACTIONS

BY SEPTEMBER 30:
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IDENTIFY MAJOR NEW PROJECTS IN THE EXTRACTIVE INDUSTRIES,
OR SIGNIFICANT EXPANSION PROGRAMS; ATTEMPT TO DETERMINE
MACHINERY OR TECHNOLOGY REQUIREMENTS.

BY DECEMBER 31:

1. ARRANGE EMBASSY VISIT, IF POSSIBLE, BY AMBASSADOR OR DCM, TO AS MANY MAJOR PROJECT SITES AS POSSIBLE.
2. OFFER REPRESENTATIONAL FUNCTION AT WHICH PROJECT HEADS WILL BE INVITED.
3. ARRANGE TECHNICAL SEMINARS AT USTC ON NEW MINE SAFETY TECHNOLOGY, MINERAL REFINING, AND NEW METHODS OF EXTRACTION UTILIZING U.S. EXPERTS.
4. ARRANGE TECHNICAL EXCHANGES BETWEEN MAJOR U.S. MINING FIRMS AND MEXICAN COUNTERPARTS.

BY MARCH 31:

1. ARRANGE MEXICAN TRAVEL GROUP UNDER FOREIGN BUYERS PROGRAM TO INTERNATIONAL PETROLEUM EXPOSITION, TULSA, OKLAHOMA, MAY 16-22, 1976.
2. WORK WITH USTS IN PLANNING TRAVEL GROUP PROGRAM.

BY JUNE 30:

1. DEVELOP COMMERCIAL LEADS IN FOLLOW-UP DISCUSSIONS WITH PARTICIPANTS IN TULSA SHOW.
2. DEVELOP AND REPORT EIGHT (8) TRADE OPPORTUNITIES.
3. ARRANGE FOR VISITS OF KEY MEXICAN PERSONNEL TO SELECTED U.S. INSTALLATIONS.

CAMPAIGN WORKSHEET 6, FY 76: COMMUNICATIONS EQUIPMENT.
CAMPAIGN MANAGER: EDMUND M PARSONS.
CAMPAIGN STATEMENT: THIS PRODUCT CATEGORY IS OF INCREASING IMPORTANCE AS MEXICO EXPANDS AND MODERNIZES HER COMMUNICATIONS SYSTEMS. IN A COUNTRY WITH SUCH MOUNTAINOUS TOPOGRAPHY, THE MARKET FOR COMMUNICATIONS EQUIPMENT IS EXTENSIVE. THE RESEARCH FOR THIS CATEGORY WILL BE COMPLETED EARLY IN FY-76.

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BY SEPTEMBER 30:

1. SUPERVISE AND EVALUATE CONTRACTED MARKET SURVEY.
2. SUBMIT ONE PRODUCT THEME RECOMMENDATION OR A SUBCATEGORY.

BY DECEMBER 31:

1. SUBMIT A REPORT EVALUATING TRADE PROMOTION VEHICLES AVAILABLE, INCLUDING TRADE SHOWS IN THE U.S.

BY MARCH 31:

1. ARRANGE MEXICAN TRAVEL GROUP UNDER FOREIGN BUYERS PROGRAM TO VISIT ELECTRO '76 SHOW, BOSTON, MAY 1976.
2. WORK WITH USTS IN PROMOTING ELECTRO '76 SHOW.
3. PLACE PRESS RELEASES REGARDING SHOW.
4. ORGANIZE PROMOTIONAL CAMPAIGN FOR MCTC SHOW APRIL 5-9, AND MAKE BLUE RIBBON CALLS.

BY JUNE 30:

1. MOUNT AND REPORT ON USTC SHOW, APRIL 5-9.

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FM AMEMBASSY MEXICO

TO SECSTATE WASHDC 5764

INFO USDOC WASH DC
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CAMPAIGN WORKSHEET 7, FY 76: COMPUTERS AND MODERN BUSINESS
EQUIPMENT.

CAMPAIGN MANAGER: J. GUY GWYNNE
CAMPAIGN STATEMENT: THIS PRODUCT CATEGORY IS SCHEDULED FOR
RESEARCH DURING FY-76. MEXICO IS A PRIME BUYER OF COMPUTER
AND MODERN BUSINESS EQUIPMENT, AS IT CONTINUES A VIGOROUS
INDUSTRIALIZATION PROGRAM, AND ALSO AS IT BEGINS TO FACE
THE NEED FOR PRODUCTION COST CUTTING THROUGH AUTOMATION DUE
TO INCREASED LABOR COSTS.

PROJECT OBJECTIVES:

MEXICO CITY TRADE CENTERSHOW.
15 NEW U.S. FIRMS INTRODUCED TO THE MEXICAN MARKET.
10 AGENCY AGREEMENTS SIGNED.
2.5 MILLION DOLLARS INCREMENTAL U.S. EXPORTS.
20 U.S. FIRMS EXHIBITING PRODUCTS IN MEXICO.
500 NEW SALES LEADS.
10 TRADE OPPORTUNITIES.
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ACTIONS

BY SEPTEMBER 30:

1. REFINE LIST OF KEY PROSPECTIVE BUYERS FOR USTC EXHIBITION,
SEPT 29-OCT 3, 1975, FOR MODERN BUSINESS EQUIPMENT.
2. CANVASS KEY PROSPECTS TO DEVELOP COMMERCIAL INTELLIGENCE.
3. MAKE KEY-MAN CALLS FOR EXHIBITION.
4. DEVELOP AND REPORT 10 TRADE OPPORTUNITIES.
5. PREPARE PRESS RELEASES ON EXHIBITION.
6. PARTICIPATE IN EXHIBITION.

BY DECEMBER 31:

1. PREPARE SHOW REPORT.
2. PARTICIPATE IN GLOBAL MARKET SURVEY OF COMPUTERS AND
RELATED EQUIPMENT.

BY MARCH 31:

1. COOPERATE IN ORGANIZATION OF TRAVEL GROUP, UNDER THE
FOREIGN BUYERS PROGRAM, TO VISIT ELECTRO '76 IN BOSTON,

MAY, 1976.

2. WORK WITH USTS IN PREPARATION FOR U.S. SHOW.
3. PREPARE AND ISSUE PRESS RELEASES FOR SHOW.
4. EVALUATE GLOBAL MARKET SURVEY ON COMPUTERS.

BY JUNE 30:

1. PREPARE REPORT ON ELECTRO '76 SHOW IN U.S.
2. DEVELOP PRODUCT THEME RECOMMENDATION (PTR).

CAMPAIGN WORKSHEET 8, FY 76: METALWORKING AND FINISHING MACHINERY AND EQUIPMENT.

CAMPAIGN MANAGER: ROBERT A KOHN

CAMPAIGN STATEMENT: THIS PRODUCT CATEGORY IS ONE OF THE FIVE TARGET INDUSTRIES SCHEDULED FOR INTENSIVE PROMOTION DURING FY-76. RESEARCH DURING 1974 INDICATES A MARKET IN EXCESS OF 70 MILLION DOLLARS, WITH ANNUAL AVERAGE GROWTH UNCLASSIFIED

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OF 8 PERCENT, REACHING APPROXIMATELY 102 MILLION DOLLARS BY 1978.

(NOTE THAT THIS CAMPAIGN TAKES PLACE DURING THE SECOND HALF OF THE YEAR AND FORMS PART OF A WHOLE WITH CAMPAIGN 9, WHICH TAKES PLACE DURING THE FIRST HALF OF THE YEAR).

ACTIONS

BY MARCH 30:

1. CONTRACT AND SUPERVISE MARKET SURVEY (TIR).
2. CONTACT TRADE ASSOCIATIONS TO PREPARE GROUP TRAVEL TO INTERNATIONAL TOOL AND MANUFACTURING EXPOSITION AND ENGINEERING CONFERENCE, APRIL, 1976.
3. PLACE PRESS RELEASES REGARDING EXPOSITION.
4. WORK WITH U.S. TRAVEL SERVICE TO DEVELOP GROUP TRAVEL.

BY JUNE 30:

1. REVIEW MID-TERM SUBMISSION OF TIR AND SEND SUMMARY TO WASHINGTON.
2. SUPERVISE AND EVALUATE CONTRACTED MARKET SURVEY (TIR).
3. SUBMIT ONE PRODUCT THEME RECOMMENDATION.

CAMPAIGN WORKSHEET 9, FY 76: INDUSTRIAL SECURITY.

CAMPAIGN MANAGER: ROBERT A KOHN

CAMPAIGN STATEMENT: THE DECISION TO ORGANIZE AN INDUSTRIAL SECURITY EXHIBITION IS A RESULT OF A PREVIOUS EXHIBITION WHICH DEMONSTRATED THE POTENTIAL FOR THIS EQUIPMENT.

ACTIONS

BY SEPTEMBER 30:

1. ORGANIZE PROMOTIONAL CAMPAIGN FOR USTC EXHIBITION
2. MAKE BLUE RIBBON CALLS.
3. SUPPORT USTC DURING EXHIBITION, JULY 28-AUG 1, 1975.
4. REPORT RESULTS OF EXHIBITION.

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1. FOLLOW UP ON EXHIBITION BY CALLS TO PRINCIPAL CLIENTS AND REPRESENTATIVES WHO VISITED SHOW.
2. PREPARE TRADE OPPORTUNITIES RESULTING FROM VISITS.

CAMPAIGN WORKSHEET 10, FY76: ADVANCED MEDICAL EQUIPMENT.

CAMPAIGN MANAGER: J GUY GWYNNE.

CAMPAIGN STATEMENT: THIS PRODUCT CATEGORY IS ONE OF THE TARGET INDUSTRIES SCHEDULED FOR MARKET RESEARCH DURING FY 76.

MEXICO CONTINUES TO BE AN IMPORTANT BUYER OF MEDICAL EQUIPMENT FOR ITS LARGE HOSPITAL SYSTEM, UNIVERSITIES, AND RELATED INSTITUTIONS. PAST SHOWS ON THIS THEME AT THE USTC HAVE BEEN SUCCESSFUL.

PROJECT OBJECTIVES:

- 10 NEW U.S. FIRMS INTRODUCED TO THE MEXICAN MARKET.
- 5 AGENCY AGREEMENTS SIGNED.
- 2 MILLION DOLLAR INCREMENTAL EXPORTS.
- 50 SALES LEADS.
- 20 TRADE OPPORTUNITIES.

ACTIONS

BY SEPTEMBER 30:

1. DEVELOP AND REPORT 5 TRADE OPPORTUNITIES.

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ACTION ARA-10

INFO OCT-01 ISO-00 AID-05 CIAE-00 EB-07 FRB-01 INR-07

NSAE-00 RSC-01 TRSE-00 XMB-04 OPIC-06 SP-02 CIEP-02

LAB-04 SIL-01 OMB-01 NSC-05 SS-15 STR-04 CEA-01 AGR-10

L-02 PA-02 PRS-01 USIA-15 FEA-01 INT-05 OES-05 /118 W

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R 201830Z JAN 75

FM AMEMBASSY MEXICO

TO SECSTATE WASHDC 5765

INFO USDOC WASHDC

AMCONSUL CIUDAD JUAREZ UNN

AMCONSUL GUADALAJARA UNN

AMCONSUL HERMOSILLO UNN

AMCONSUL MATAMOROS UNN

AMCONSUL MERIDA UNN

AMCONSUL MONTERREY UNN

AMCONSUL NUEVO LAREDO UNN

AMCONSUL MAZATLAN UNN

AMCONSUL TIJUANA UNN

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2. ISSUE TWO PRESS RELEASES IN NEWSLETTER OF TRADE PRESS.

3. EVALUATE FEASIBILITY OF DEVELOPING AND MULTI-COMPANY
BSP ON COMPUTERIZED DIAGNOSTIC MEDICAL EQUIPMENT OR
OTHER SOPHISTICATED MEDICAL TECHNIQUE.

4. ORGANIZE, WITH ASSISTANCE OF MEDICAL ASSOCIATIONS, A
MEXICAN BUYERS GROUP TO VISIT THE AMERICAN COLLEGE OF
SURGEONS CLINICAL CONGRESS, OCT. 12-17, IN SAN FRANCISCO.

5. WORK WITH U.S. TRAVEL SERVICE TO ARRANGE GROUP TRAVEL.

6. PLACE PRESS RELEASES IN APPROPRIATE MEDIA.

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BY DECEMBER 31:

1. PARTICIPATE IN GLOBAL MARKET SURVEY OF BIOMEDICAL
EQUIPMENT.

2. DEVELOP AND REPORT 5 TRADE OPPORTUNITIES.

3. STAGE CATALOG SHOWS IN GUADALAJARA AND MONTERREY.

4. MAKE PERSONAL CALLS TO STIMULATE INTEREST IN SURGEON'S CONGRESS.

BY MARCH 31:

1. DEVELOP AND REPORT 5 TRADE OPPORTUNITIES.

2. ORGANIZE, WITH ASSISTANCE OF MEDICAL ASSOCIATIONS, A BUYER GROUP TO VISIT ANNUAL MEETING OF AMERICAN COLLEGE OF PHYSICIANS AT PHILADELPHIA, APRIL 5-9, 1976.

3. WORK WITH U.S. TRAVEL SERVICE TO ARRANGE GROUP TRAVEL

4. PLACE PRESS RELEASES IN APPROPRIATE MEDIA.

5. MAKE PERSONAL CALLS TO STIMULATE INTEREST IN MEETING.

CAMPAIGN WORKSHEET #11, FY 76: RAILROAD EQUIPMENT

CAMPAIGN MANAGER: EDMUND M. PARSONS.

CAMPAIGN STATEMENT: MEXICO IS UNDERTAKING AN EXTENSIVE MODERNIZATION OF HER GOVERNMENT-OWNED RAIL SYSTEM. THIS PROJECT WILL EXPOSE MEXICAN DECISION-MAKERS TO THE MOST RECENT EQUIPMENT AVAILABLE IN THE U.S. AND WILL COUNTER FOREIGN, ESPECIALLY CANADIAN, INROADS INTO THIS MARKET.

ACTIONS

BY SEPTEMBER 30:

1. SURVEY REPRESENTATIVES IN MEXICO OF U.S. RAILROADS TO UNCLASSIFIED

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OBTAIN THEIR EVALUATION OF MEXICAN NEEDS (BEGUN IN FY-75).

2. OBTAIN AND REPORT ON MEXICAN EXPANSION PLANS AND THEIR ESTIMATE OF NEEDS (BEGUN IN FY 75).

3. CONTACT U.S. MANUFACTURERS TO ARRANGE PRESENTATIONS AT TECHNICAL SEMINAR AT TC.

4. CONTACT FEDERAL RAILROAD ADMINISTRATION OFFICIALS AND U.S. RAILROADS CONNECTING WITH MEXICAN RAILROADS FOR

THEIR PARTICIPATION AT SEMINAR.

5. ORGANIZE, WITH ASSISTANCE OF FERROCARRILES NACIONALES BUYERS GROUP TO VISIT RAILWAY ENGINEERING SUPPLIERS ASSOCIATION MEETING, CHICAGO, SEPT. 14-17, 1975.

6. WORK WITH U.S. TRAVEL SERVICE TO ARRANGE GROUP TRAVEL.

BY MARCH 30:

1. CONDUCT TECHNICAL SEMINAR AT TRADE CENTER ON RAILROAD EQUIPMENT.

2. ORGANIZE, WITH ASSISTANCE OF FERROCARRILES NACIONALES, BUYERS GROUP TO VISIT RAILWAY ENGINEERING SUPPLIERS ASSOCIATION MEETING, CHICAGO, MARCH 21-24, 1976.

3. WORK WITH U.S. TRAVEL SERVICE TO ARRANGE GROUP TRAVEL.

CAMPAIGN WORKSHEET #12, FY 76: SURVEY OF U.S. EXPORT OPPORTUNITIES.

CAMPAIGN MANAGER: G. ALONZO STANFORD.

CAMPAIGN STATEMENT: SECTION I - OVERVIEW INDICATES THAT THE ECONOMY OF MEXICO WILL EXPAND BY 5 PERCENT IN FY-76 AND THAT MEXICO'S IMPORTS CAN BE EXPECTED TO CONTINUE TO INCREASE SIGNIFICANTLY. MEXICO'S POLICY OF DIVERSIFYING ITS FOREIGN TRADE REQUIRES PINPOINTING OF ITS IMPORT NEEDS TO ENABLE U.S. EXPORTERS TO INFORM MEXICAN DECISION MAKERS CONCERNING THE UNCLASSIFIED

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RELATIVE MERITS OF U.S. PRODUCTS SO MEXICAN IMPORTERS CAN INSIST - INTELLIGENTLY AND EFFECTIVELY - THAT U.S. PRODUCTS ARE NEEDED. PROGRAM DIRECTION AND PERSONNEL FOR THIS PROJECT WILL BE REQUIRED FROM WASHINGTON; THE EMBASSY, INCLUDING THE TRADE CENTER, WILL PROVIDE SUPPORT IN RESEARCH ACTIVITIES. TIR AND IN-HOUSE RESEARCH WILL PROVIDE A SUBSTANTIAL PORTION OF THE BACKGROUND INFORMATION NEEDED.

PROJECT OBJECTIVES: IDENTIFICATION OF MAJOR PROJECTS, AND OF EXPANSION AND REPLACEMENT NEEDS IN MEXICO WHICH WILL ENABLE THE U.S. TO MAINTAIN AND STRENGTHEN ITS POSITION AS THE MAJOR SUPPLIER FOR THE MEXICAN MARKET AND TO PROVIDE THE INFORMATION NEEDED TO PERSUADE A LARGER NUMBER OF NEW U.S. FIRMS TO ENTER THE MEXICAN MARKET, MOST OF THEM UTILIZING MEXICO CITY TRADE CENTER ACTIVITIES AS A VEHICLE.

ACTIONS

BY SEPTEMBER 30:

1. DESIGNATE WASHINGTON TEAM RESPONSIBLE FOR COORDINATING PROJECT.
2. DESIGNATION OF TENTATIVE AREAS TO BE SURVEYED.
3. WASHINGTON - EMBASSY AGREEMENT UPON DETAILS OF CAMPAIGN AND SUPPORT TO BE RECEIVED FROM EMBASSY.

BY DECEMBER 31:

4. ARRIVAL OF WASHINGTON TEAM AND RESEARCH COMPLETED.
5. ONE-HUNDRED (100) TRADE OPPORTUNITIES SUBMITTED AS BY-PRODUCT OF RESEARCH.

BY MARCH 31:

6. DRAFT SURVEY COMPLETED, APPROVED AND SUBMITTED TO PRINTER.

BY JUNE 30:
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7. PUBLICATION OF COMPLETE SURVEY.

CAMPAIGN WORKSHEET, #13, FY-76: VISIT U.S.A.

CAMPAIGN MANAGER: REGIONAL DIRECTOR - USTS.

CAMPAIGN STATEMENT: TO EFFECTIVELY PROMOTE THE FOREIGN VISITOR TRAVEL TO THE U.S.A. FROM MEXICO WITH AN ANTICIPATED VOLUME IN EXCESS OF 15 PERCENT INCREASE OVER FY-75. (2,000,000 NIV'S TRAFFIC).

ACTIONS

BY SEPTEMBER 30:

1. FULL CAMPAIGN OF PUBLICITY RELEASES TO LOCAL PRESS ON BICENTENNIAL.
2. FALL ADVERTISING CAMPAIGN PREPARED AND READY FOR RELEASE TO NEWSPAPERS AND TV.

BY DECEMBER 31:

1. TOUR DEVELOPMENT PROGRAM WITH MINIMUM OF SEVEN WHOLE-

SALE TRAVEL AGENTS IN MEXICO READY FOR PRINT AND
DISTRIBUTION TO RETAIL OUTLETS AND PUBLIC.

BY MARCH 31:

1. LOCAL TOUR DEVELOPMENT PROJECTS ON MARKET FOR SUMMER
TRAVEL BY GROUPS AND INDIVIDUALS.

BY JUNE 30:

1. PROGRAM MEASUREMENT STATISTICS TO BE GATHERED FOR
STUDY.
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Message Attributes

Automatic Decaptioning: X
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Decaption Note:
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Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
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Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1975MEXICO00566
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D750021-0636
From: MEXICO
Handling Restrictions: n/a
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Legacy Key: link1975/newtext/t19750137/aaaabgsl.tel
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US Department of State
EO Systematic Review
05 JUL 2006

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Type: TE
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